



LA WATERFRONT TOURISM COMMITTEE

Wednesday, February 1st at 12 pm ~ San Pedro Chamber of Commerce Board Room
390 W. 7th Street, San Pedro

AGENDA

12:00 PM: Lunch and Networking

12:15 PM: Introductions

Augie Bezmalinovich & Jonathan Williams
LA Waterfront Tourism Committee Co-Chairs

2017 LA Fleet Week

- Recap of 2016
- Downtown Welcome Party ~ August 2017
- Formation of Stakeholder Committee to support LAFW efforts

Jonathan Williams, Ex. Director, Battleship Iowa
Theresa Adams Lopez, Community Relations Director, POLA

Port of Los Angeles Marketing Efforts

Arley Baker, Sr. Communications Director, POLA

Cruise Ship Initiative

- Downtown Tours
- Trolley

Lorena Parker, Ex. Director, PBID

Harbor Boulevard Realignment

Augie Bezmalinovich
Community Advocate, POLA

Tourism Ambassadors

- Tourism Grant from Supervisor Hahn

Elise Swanson, President/CEO SPCC

Joint Marketing Efforts

- Initiatives and events
- Opportunities for co-marketing

Committee

Next Meeting Date

Committee

LA Tourism Committee Goals:

- *Bring key members and visitor-serving stakeholders together to promote the LA Waterfront*
- *Help connect the LA Waterfront activity to Downtown San Pedro and other visitor serving attractions and businesses in the Harbor Area*
- *Create a Tourism Ambassador Program*
- *Spearhead a strong visitor information campaign*
- *Provide promotional opportunities for visitor-serving chamber members*